

*Weighing In: A Check-Up on Marketing, Self-Regulation, & Childhood Obesity*

July 18, 2007

- 9:00 AM Welcome and Introduction
- 9:30 AM Presentations: *Self-Regulatory Initiatives*: These presentations will showcase self-regulatory initiatives that aim to create positive changes in how food is marketed and made available to children.
- 10:15 AM Questions from the Audience
- 10:30 AM Break
- 10:45 AM Presentation: *Food Company Initiatives*: This presentation will showcase one food company's efforts to address childhood obesity.
- 11:05 AM Questions from the Audience
- 11:15 AM Presentation: *Media/Entertainment Company Initiatives*: This presentation will highlight the efforts of one media/entertainment company to address childhood obesity.
- 11:35 AM Questions from the Audience
- 11:45 AM Lunch (on your own)
- 1:00 PM Presentation: *Public Education*: This presentation will provide an overview of recent public outreach efforts addressing childhood obesity.
- 1:45 PM Questions from the Audience
- 2:00 PM Presentations: *New Research on Food Marketing to Children*: These presentations will review recent studies examining the marketing of food products to children on television.
- 2:40 PM Questions from the Audience
- 2:50 PM Break
- 3:00 PM Panel: *Scoring the Progress Since Summer 2005*: A panel of stakeholders from consumer groups, industry, and other key

experts will present brief remarks addressing progress that has been achieved since 2005 and additional steps that should be taken. A panel discussion will follow.

4:15 PM Questions from the Audience

4:30 PM Next Steps/Adjourn